Your Conservative Candidate for the Kings Hedges Division is:

Matthew Adams

Matthew Adams discussing technology transfer with the Shadow Secretary of State for Innovation, Universities, Skills, David Willetts MP.

WHY AM I A CONSERVATIVE?

Over the past few years, I have become increasingly concerned about the way things are going in our country and their impact on our city in particular. What brought me back to the Conservatives, though, was not so much a negative response to Gordon Brown, and Labour's terrible incompetence, but David Cameron's energetic leadership of a reinvigorated Conservative Party.

I have been especially impressed by the way in which David Cameron has faced up to the consequences of Labour's economic mismanagement. He has taken some difficult decisions in the face of strong criticism from the press, and been proven right more often than not. He also possesses the rare quality of being able to own up to mistakes.

HELP FOR THE VULNERABLE

About 25% of contacts to the Citizens' Advice Bureau in 2008 were related to debt. We need to come up with some creative community-based solutions so people can get help early, before they get trapped.

£500,000 of help from the county council for voluntary organisations during the downturn will help but we also need a culture change to put personal responsibility first in our society.

MY PRIORITIES FOR KINGS HEDGES

- Improved street cleaning, especially in side roads and cul-de-sacs, which are often neglected.
- Safer school and pedestrian crossings.
- More effective lighting in some poorly-lit areas.
- Council tax spent more efficiently and reduced where possible.

TRANSPORT

The Labour government is blackmailing Cambridgeshire to accept a congestion charge. Liberal Democrats would give in and accept congestion charging for our city. **Conservatives say NO to congestion charging** – we do not need another stealth tax.

The Lib Dems want to cut the national road budget by £980 million, putting the upgrading of the A14 under threat.

The Conservative-run county council is enhancing cycle provision after winning Cycling Demonstration Town status, while the Lib Dems in the city are cutting cycle funding by £250,000.

HOUSING

We need more housing but Labour's targets are not working – fewer houses are being built than in 1997. Conservatives would drop these targets and allow local areas to decide how much and what type of housing they would like to see.

Promoted by James Strachan on behalf of Matthew Adams, both of 34 Belvoir Road, Cambridge CB4 1JJ.
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ADAMS

MATTHEW

Thursday 4th June

Conservatives

Cambridgeshire County Council

KINGS HEDGES DIVISION

Thursday 4th June 2009

You have 1 vote
PLEASE USE IT
TO VOTE FOR YOUR CONSERVATIVE CANDIDATE

MATTHEW ADAMS
Your Conservative Candidate

Matthew has lived and worked in Kings Hedges for the last 11 years and has been in Cambridge for nearly 18 years now. He has founded a couple of local technology businesses, and for his day job creates software that helps doctors to manage the care they give to patients with long term chronic illnesses like cancer and heart disease.

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matthew.adams.kingshedges@googlemail.com

For the latest campaign news please check Matthew's web log:
conservativekingshedges.blogspot.com

Representing you on issues that matter...

Like many people I depend on public transport and can often be seen on the *citi 4* bus, so I know that improvements to our services are needed. These should be funded by the government in return for the extra houses they are asking us to build and **NOT** from a congestion charge which would be yet another Labour tax we can do without.

MATTHEW ADAMS ✕

Conservatives

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CAMBRIDGESHIRE CONSERVATIVES

OUR RECORD OF SERVICE

- A PROMISE OF MORE

PROVIDING FOR THE FUTURE

We want to make sure that we:

- Support people of all ages in Cambridgeshire to live active, healthy, fulfilled lives
- Ensure people have access to community, cultural, learning and leisure activities
- Help children and young people to succeed, develop, stay safe, feel safe and be happy
- Use activities linked with the UK hosting the 2012 Olympics, in order to increase participation in sport and active recreation
- Continue to rebuild and refurbish the County's schools
- Working with primary schools in relatively deprived areas such as Wisbech and North Huntingdon, to raise young people's career aspirations.

PROMOTING INDEPENDENCE AND HELPING THE VULNERABLE

We will ensure that we:

- Identify, respect and meet the needs of the most vulnerable people in Cambridgeshire thus helping people of all ages to lead independent and enjoyable lives
- Protect people from neglect or abuse
- Are good at looking after children in our care and making sure they enjoy life and achieve their potential
- Ensure people have greater choice and control over the support and services that they use, including the option to access money to buy services themselves
- Develop ways of helping people to stay healthy and active so that they don't need social care support
- Continue to help vulnerable people to stay in their own homes.

PROTECTING OUR ENVIRONMENT

Our plan is to:

- Make sure that all we do is environmentally sustainable and takes advantage of opportunities to enhance the natural environment
- Help local people and businesses to live and work in environmentally friendly ways
- Open a state-of-the-art waste management facility to further improve our already excellent performance in waste disposal and recycling
- Open our first indoor recycling centre in St Neots
- Develop an approach to environmental education with local communities, working through schools and community networks
- Support local people and businesses to meet the challenges of the changing climate.

ROADS, TRAFFIC AND PUBLIC TRANSPORT

Our commitment year on year is to keep Cambridgeshire moving safely. We will:

- Continue to tackle congestion on our roads caused by the development of new housing in the county
- Focus maintenance of footways around services provided for vulnerable people, for example sheltered accommodation
- Develop community transport schemes
- Maintain and further develop a reliable and effective transport system throughout the county, including promoting the use of public transport
- Ensure that improvements to the A14 benefit the county
- In direct response to public comments will inject a £2 million cash boost for road and footpath maintenance in its budget for the current year whilst at the same time carry out a planned programme of highway repairs to potholes following the recent adverse winter weather conditions.

THE BEST DEAL FOR OUR COMMUNITIES

Cambridgeshire's success lies in the heart of our communities. We are:

- Investing in new Libraries in Cambridge, Huntingdon, Wisbech and Shelford
- Actively supporting the Police Neighbourhood Panels which will help develop safer communities and tackle anti-social behaviour – an issue we know is a top public priority
- Working to ensure that Cambridgeshire's growth is managed properly so that it has a positive impact on our towns and villages
- Working with the community (including young people, parents and businesses) to reduce under-age drinking
- Providing appropriate community facilities in new housing developments.
- Continuing to develop education programme for children and young people to encourage them to use alternatives to the car.

Promoted by Peter Brown on behalf of the Cambridgeshire Conservative County Council Group both of 8, Stukeley Road, Huntingdon, PE29 6XG.
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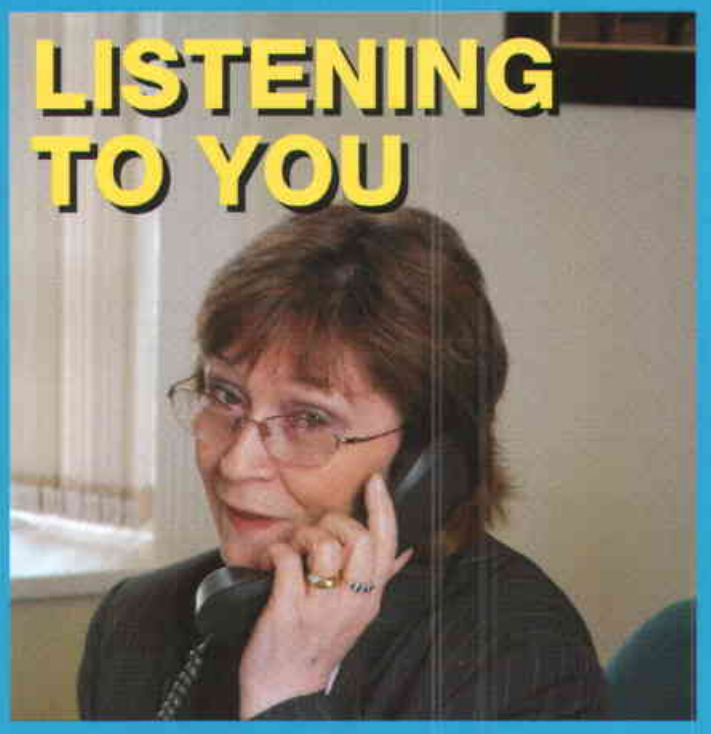

Simply the Best

Cambridgeshire's Conservative-run County Council is the most improved County Council in England. The accolade was announced by the Government's watchdog, the Audit Commission based on the Council's performance over the last three years.

Council Leader, Jill Tuck says; 'In order to drive up service quality, councils are set challenging targets for all areas of activity and 86% of Cambridgeshire's performance indicators have improved, way above the national average.

'Areas of improvement have been in regulatory services such as trading standards and planning where we have been ranked first out of 388 councils. Praise was also given for sustained improvement in social care for older and vulnerable people.

'The report confirms the steady progress the County Council is making in delivering cost-effective, high quality services. We are not complacent and you rightly expect us to drive forwards further improvements in services whilst at the same time keep our costs to a minimum.

'In addition to being named the most improved Council in England, the Audit Commission has also given us top marks for our use of resources including our approach to delivering value for money, something very important to all of us.

'I hope you will support us as we continue to deliver the best quality services at the lowest possible cost.'

WEATHERING THE STORM

The credit crunch is impacting on every walk of life in Cambridgeshire. The County Council has acted quickly by:

- Making sure our communities and businesses know where to go to for help, support and advice by creating a dedicated website and using local magazines and leaflets
- Bringing all public service providers together to agree practical ways of helping hard working families, businesses and communities
- Increasing funding to voluntary organisations which carry out such valuable work
- Continuing to use our learning centres and other opportunities to help people beyond school age who need support with developing their skills and increasing their employment prospects.

BRINGING BUSINESS TO CAMBRIDGESHIRE

As a forward looking county we are:

- Encouraging business to relocate to Cambridgeshire
- Creating excellent partnership working throughout the county
- As an employer developing our ability to help people into work, for example through apprenticeships
- Providing access to information and support for small businesses to start up and develop through a network of centres